

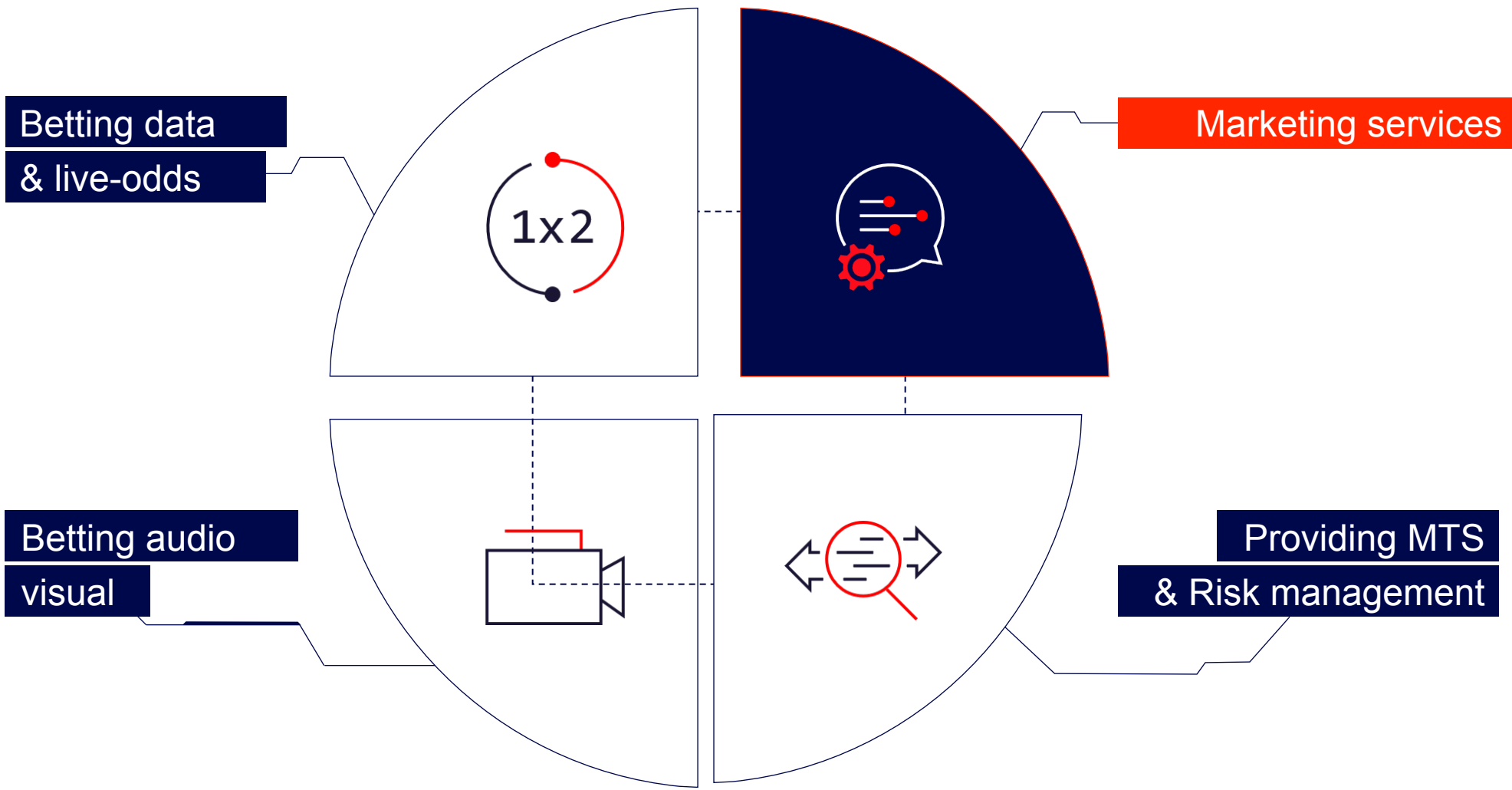
spOrtradar | ad:s

## Krise als Chance – Wie SR auf Die C-19 reagiert hat!

/ Florian Geheeb

/ Global Director Advertising Sales







spor|tradar
|  |

Von Big Data zu Smart Data:

Datenbasiertes Marketing in  
der Sportwettenindustrie

"dir": 68%

Rainer Geier - Managing Director Digital Platforms & Advertising  
[r.geier@sportradar.com](mailto:r.geier@sportradar.com)

October, 2019

"y": 1.32

© Sportradar AG

# Agenda

1

March 2020

2

How did SR react?

3

What did we learn from this?



NEWS NBC NEWS NOW NIGHTLY NEWS MEET THE PRESS DATELINE MSNBC TODAY

**NBC NEWS** 2020 ELECTION PLAN YOUR VOTE CORONAVIRUS U.S. NEWS OPINION BUSINESS WORLD PODCASTS

CORONAVIRUS

# NBA suspends all games as coronavirus spreads

The league said it will use the hiatus to determine next steps after a player for the Utah Jazz preliminarily tested positive for the disease caused by the new coronavirus.

NBA suspends games after player tests positive for coronavirus

MARCH 12, 2020 / 01:31

NBA COMMUNICATIONS

Activate Windows  
Go to Settings to activate Windows.

News | Coronavirus pandemic

## Italy suspends Serie A football games over coronavirus fears

Italian league postpones three Serie A matches following the death of two people infected with the virus.

TIM 08:44 23%

google.com

easternherald.com

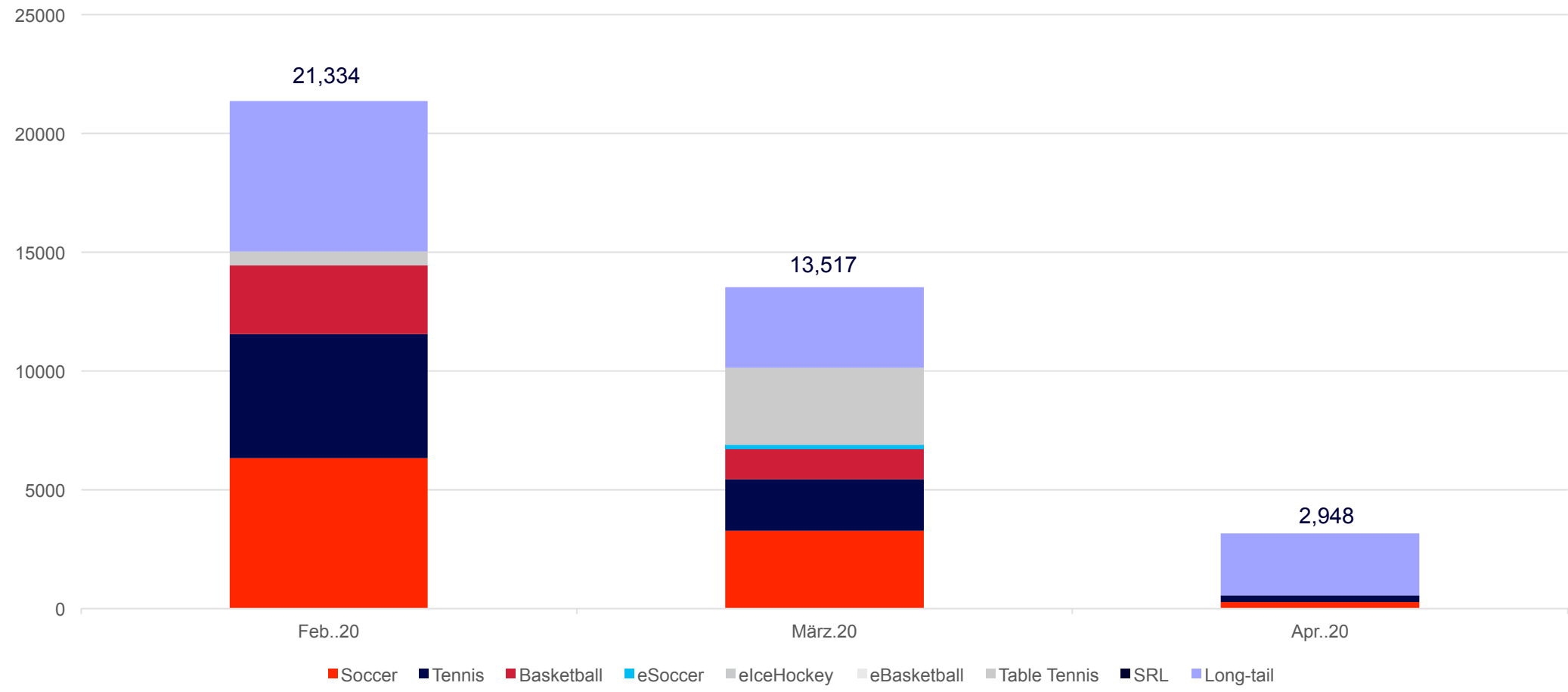
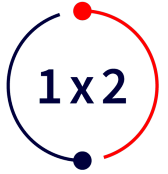
Home

News

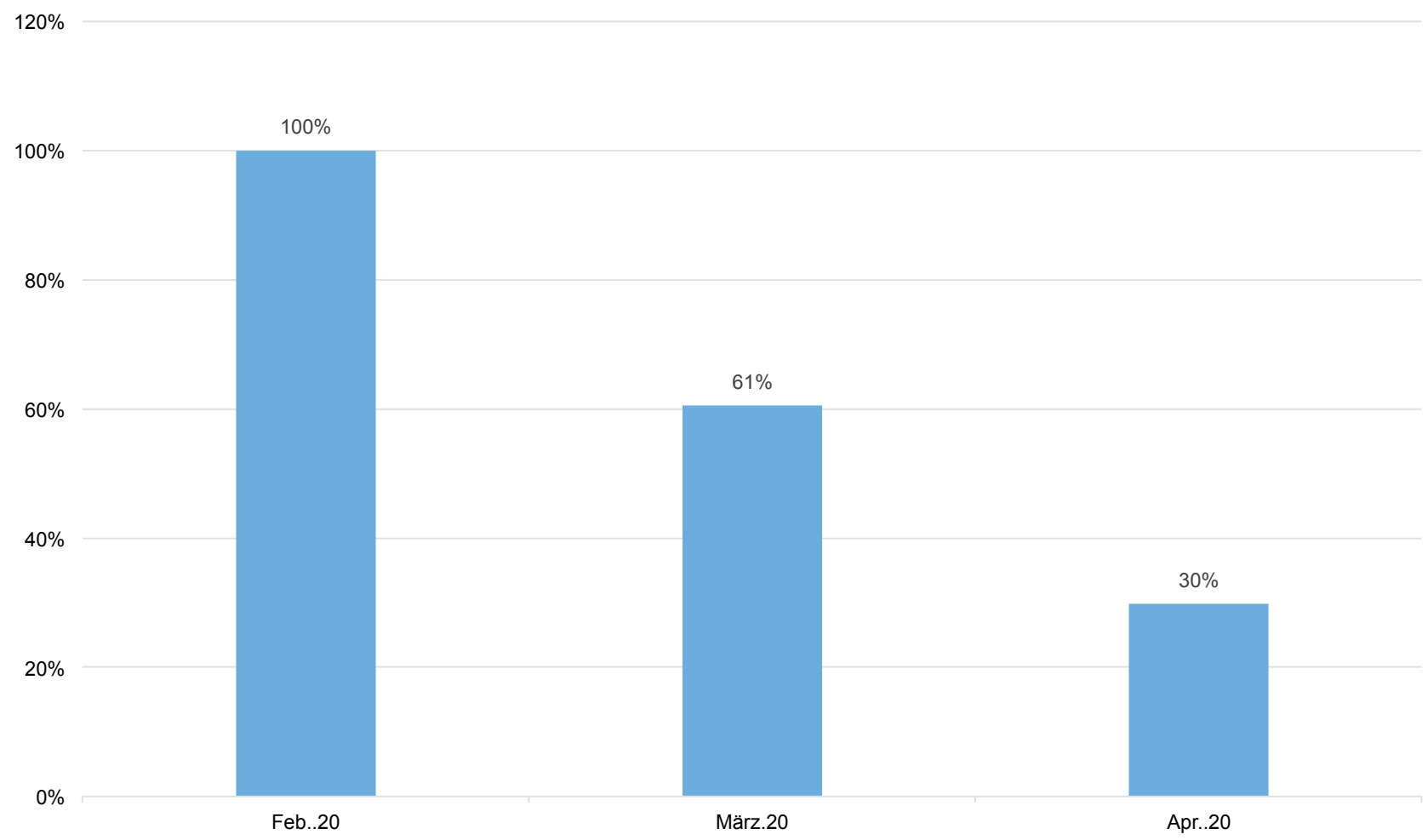
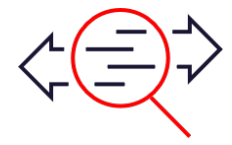
## DFL now immediately stops playing in the Bundesliga

By Jasbir Singh - March 14, 2020

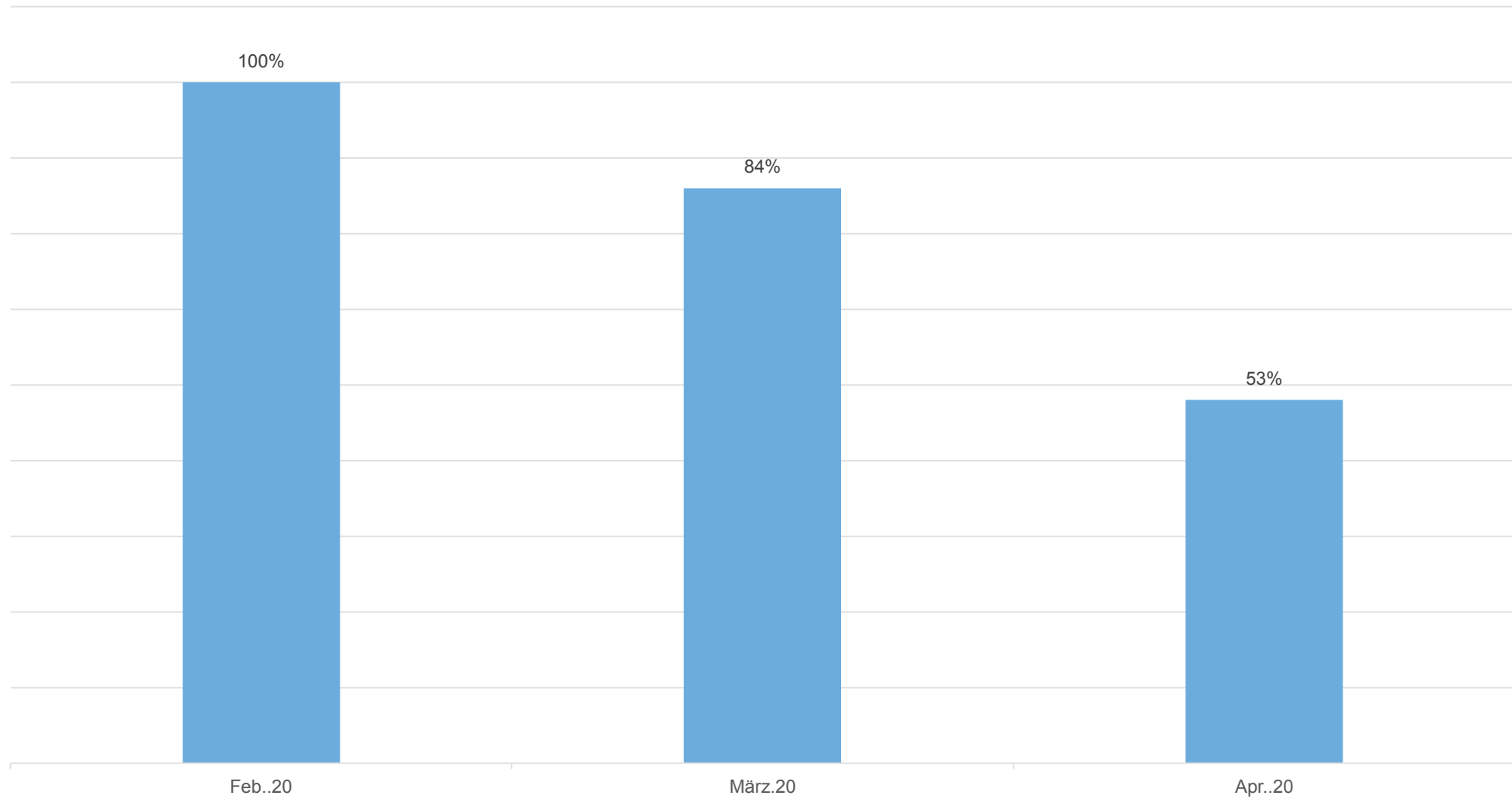
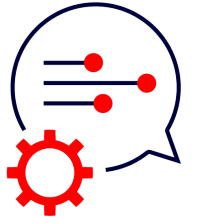
# Development Events.



# Development MTS Turnover . |



# Development campaigns ad:s. |





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E-Sports



Electronic Leagues  
(FIFA, NBA2k, NHL)

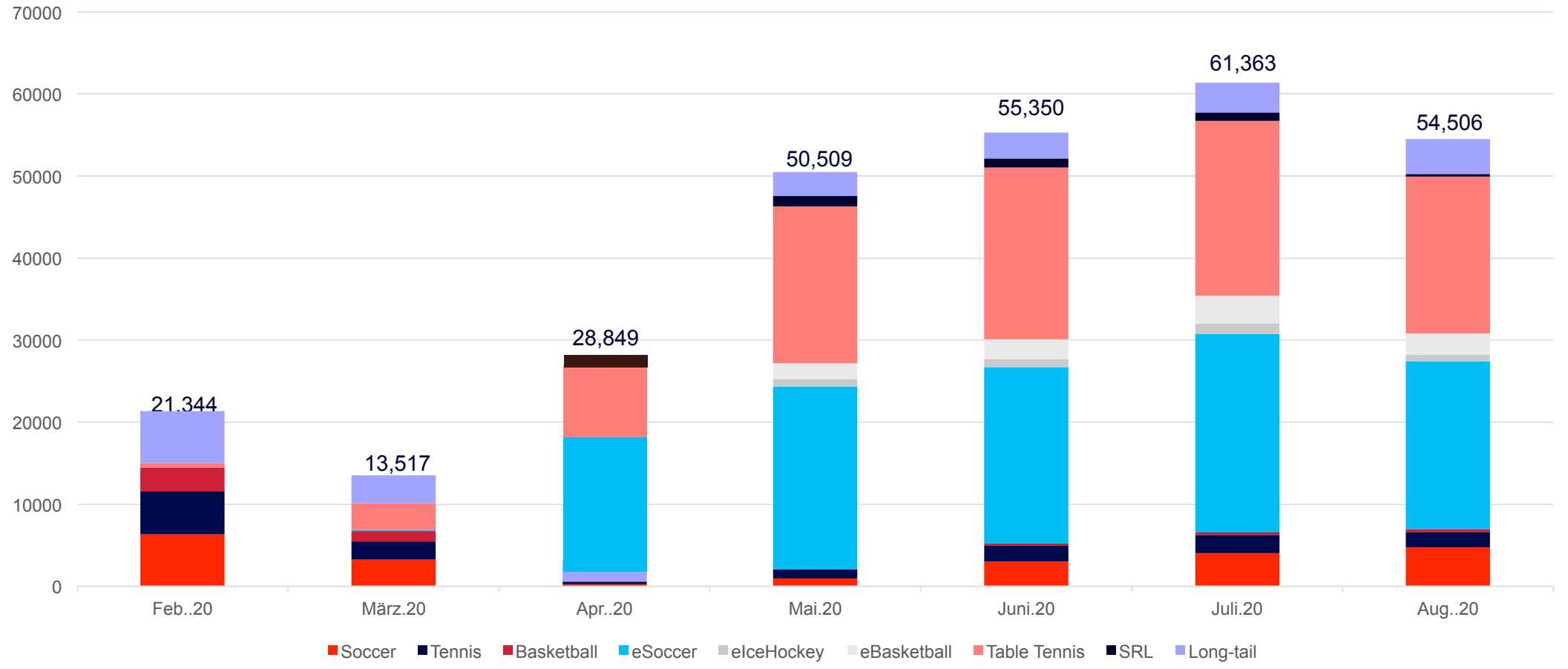
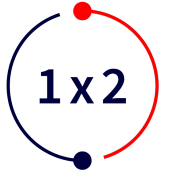


Table Tennis

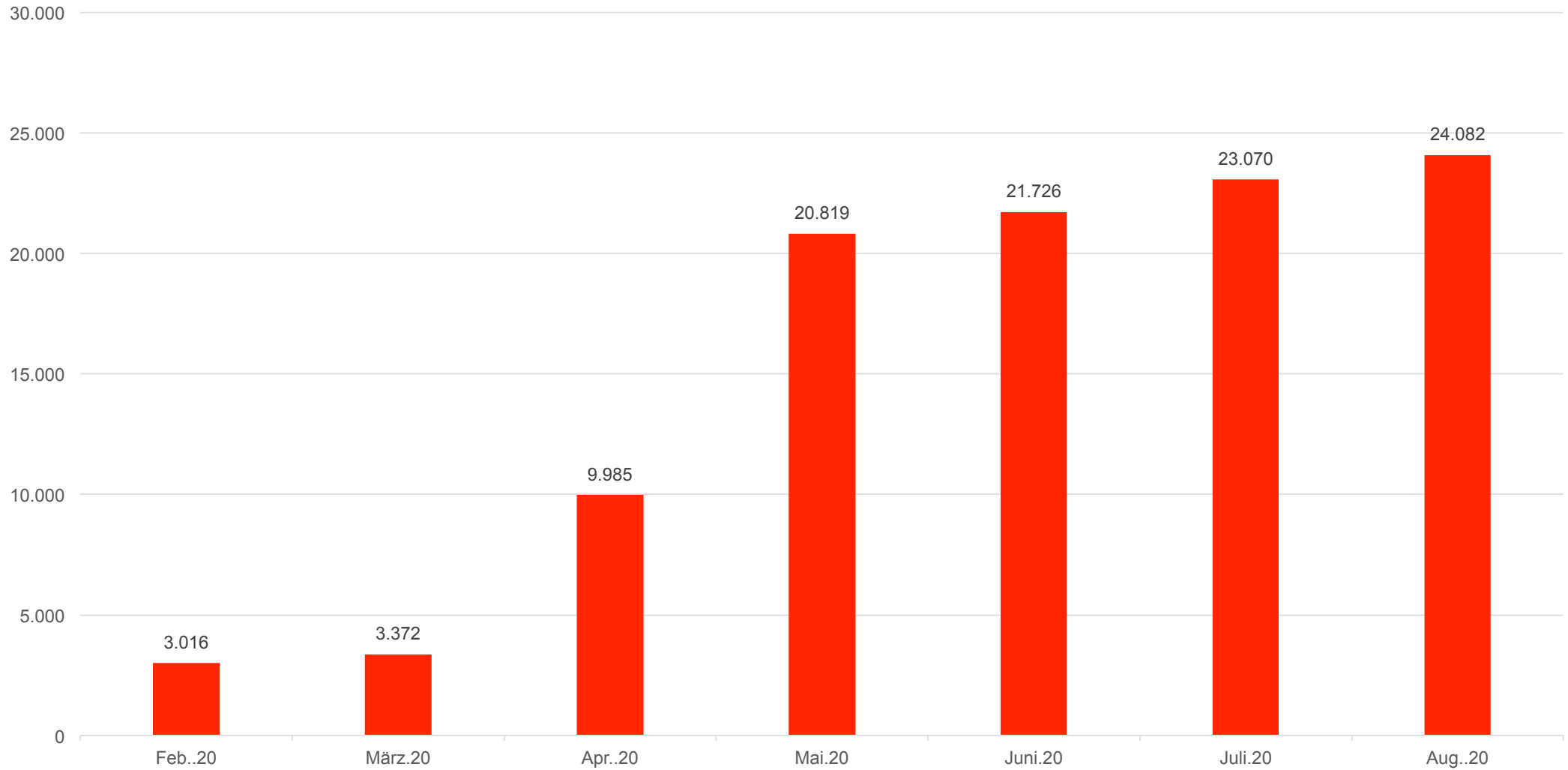
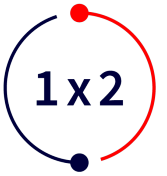


Content is King

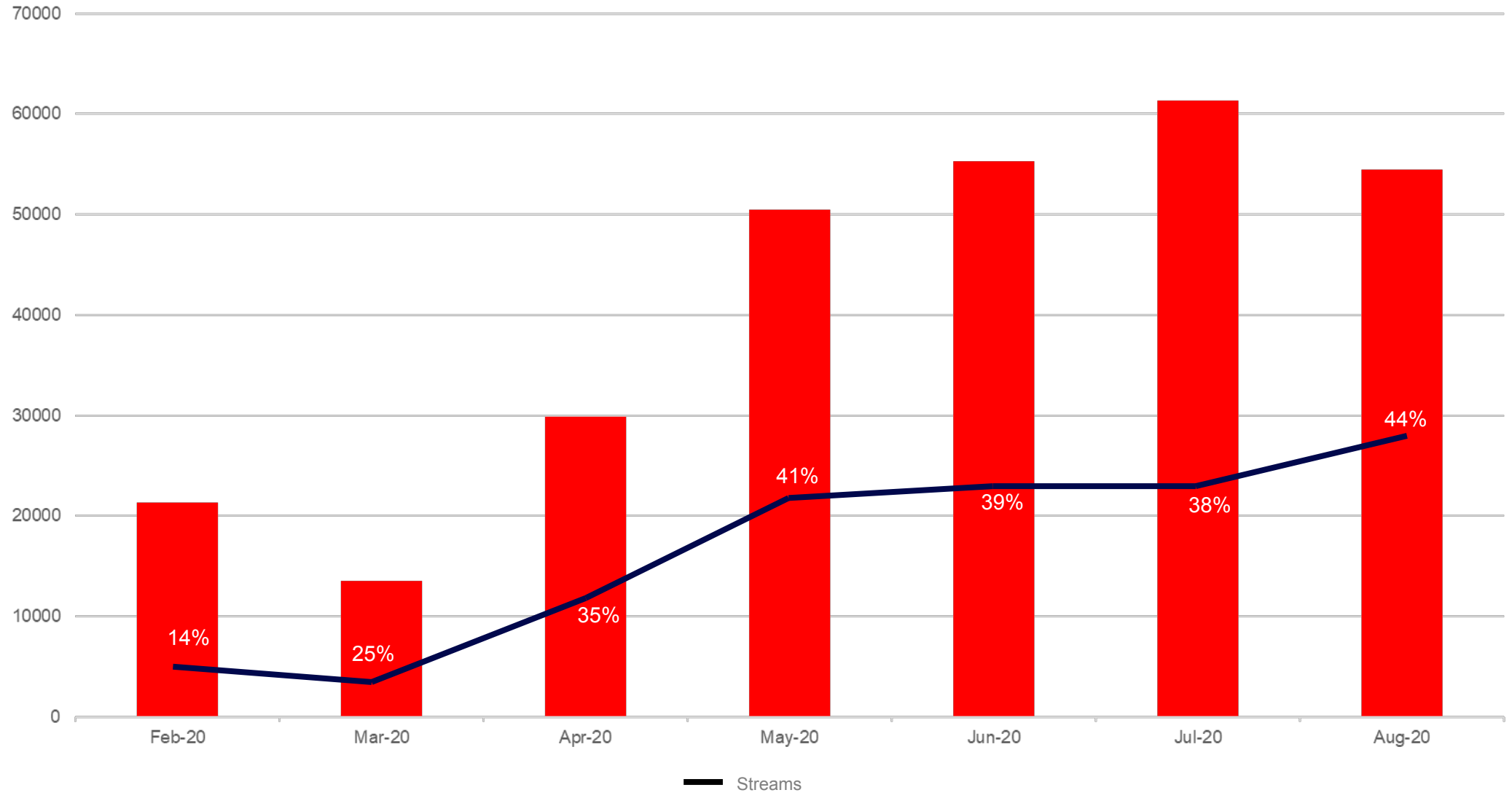
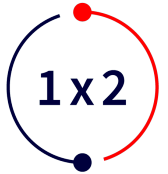
# Content is king. |



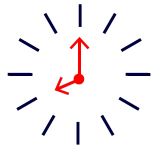
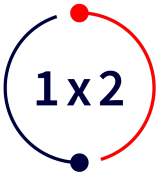
# Streaming Events.



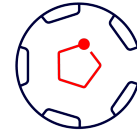
# Development Streaming Events.



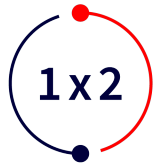
# Simulated Reality. |



Full 90 minute matches from top-tier soccer leagues including England, Germany, Spain, France, Italy and more..



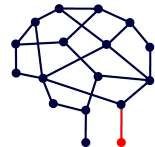
Replica matchday experience with multiple kick-off times (FRI-MON)



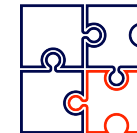
50+ Pre-match and Live Betting Markets available per match



Drive bet engagement through game visualization and statistics

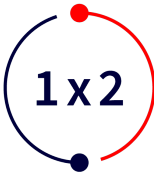


AI-driver concept reflecting team form and match play based on 50,000+ soccer matches



No integration effort required

# Simulated Reality.



## Soccer

Priority Coverage	Matches per day
England	10
Spain	10
Germany	9
Secondary Coverage	Matches per day
Italy	10
France	10
Russia	8
Turkey	8
Greece	3

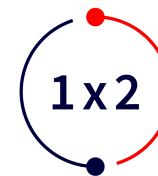
## Cricket

Features
Exciting game-play featuring life-like competitions
Two hour T20 matches, every ball covered
Delivered through the current Premium Cricket integration
Full scoreboard available through the Premium Cricket Score API

## Tennis

Features
ATP and WTA Tournaments
30+ Live markets and selected Pre-match markets available per match
Coverage of over 1,700 matches from now until July via Betradar's Live Match Tracker
Match format: 3 sets, 5 sets for Men's Grand Slams

# Advantage through Innovation. |



The laptop screen displays the BetBrand website interface. At the top, it shows the BetBrand logo with a '123' badge, navigation links for 'LOG IN' and 'REGISTER NOW', and a search bar. Below the navigation is a menu of sports categories: FOOTBALL, TENNIS, BASKETBALL, VOLLEYBALL, ICE HOCKEY, FIELD HOCKEY, RUGBY, HANDBALL, FLOORBALL, BADMINTON, TABLE TENNIS, SOFTBALL, and BOWLING.

The main content area is divided into several sections:

- Left Panel:** A list of upcoming matches with times, including South African Women, Estonia Northern Ireland, Azerbaijan Hungary, Moldova Andorra, Russia San Marino, Finland Bosnia-Herzegovina, Armenia Liechtenstein, and Shamrock Rovers Derry City.
- Center Panel:** A large video player showing a soccer player celebrating a goal. Below the video is a table of betting odds for various leagues:
 

League	Match	1X2	Next Goal	Match Goals
German Bundesliga	RB Leipzig	1.81	1.90	O 1.5 1.97
	Fortuna Dusseldorf	5.00	3.75	U 1.5 2.25
	Draw	3.90	No 1st 6.00	
Belarus Premier League	Bate Borisov	1.80	1.36	O 1.5 1.90
	FC Slutsk	12.00	12.00	U 1.5 1.80
	Draw	3.40	No 1st 4.00	
Finland Veikkausliiga	KuPS Kuopio	3.10	2.62	O 1.5 1.90
	FC Ives	4.00	3.20	U 1.5 2.90
	Draw	2.00	No 1st 2.90	
- Right Panel:** A section titled 'BET WITH LIVE STREAMS' featuring a large number '4' and a video player showing a tennis match. Below this is a promotional banner for 'Munich VS Dortmund' with a play button icon and the text 'Watch live & bet live HERE' and 'Tomorrow 6:30 pm'.

Surrounding the laptop are several curved panels with promotional text:

- Left panel: 'SEARCH FOR THE AVAILABLE GAMES' and 'REGISTER'.
- Right panel: 'BET WITH LIVE STREAMS' and 'MAINTAIN A POSITIVE BALANCE IN YOUR ACCOUNT'.



# Ad:s – Retention Marketing.

1 x 2

1

The screenshot shows the SR.bet website homepage. At the top, there's a navigation bar with 'Soccer', 'Tennis', 'Basketball', 'Hockey', 'Golf', and 'NFL'. A large red banner features a soccer match: 'Manchester United to Win. Arsenal vs Manchester United (29/12/19)'. Below the banner, there's a 'Get An Exclusive Boost' button. The main content area is divided into 'Upcoming Events' and 'Top Sports Events'. The 'Upcoming Events' section lists several matches with their respective odds and times.

Event	1	X	2
Soccer / Europa / UEFA Champions League Brighton vs Chelsea	1.74	1.74	1.74
Soccer / Europa / UEFA Champions League Burnley vs Aston Villa	1.74	1.74	1.74
eSports / South Korea / Hawha Life Esports - Afreeca Freecs	1.74	2.04	
Hockey / Russia / NHL Tractor Chelyabinsk vs Avangard	4.68	4.16	1.44
Hockey / Russia / KHL U20 Germany U20 vs Canada U20	14.78	11.58	1.09

2

The screenshot shows a match result page for Aston Villa vs Everton. The match took place on 18/02/20 at 17:30. The score is Aston Villa 1-1 Everton. The match details are as follows:

Regular Time	1st Half	2nd Half
Aston Villa 1.11	9.00	Everton 18.00

3

The screenshot shows a personalized bet slip for Aston Villa vs Everton. The bet slip is displayed on the right side of the page. It includes the match details and the odds for different outcomes:

Outcome	Odds
Home	1.11
Draw	2.00
Away	18.00

There is a 'PLACE BET' button at the bottom of the bet slip.

## REGULAR WEBSITE VISIT

A user just visits a website, surfing and looking for the content that he is interested in.

## OPEN A TARGET PAGE OR MAKE AN ACTION

User opens new pages or makes any actions like make a bet slip, or clicks on some popup, etc. The small code-snippet on a website counts all actions and send them to a remote server that aggregates the information and connects it to users' 3<sup>rd</sup> party cookie.

## DYNAMIC AND PERSONALIZED CONTENT IS SHOWN

When afterwards a user visits any other website and see ads they are personalized for this user and the dynamic content is served. Exactly with the same content that user was interested in before.

# Agenda

1

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How did SR react?

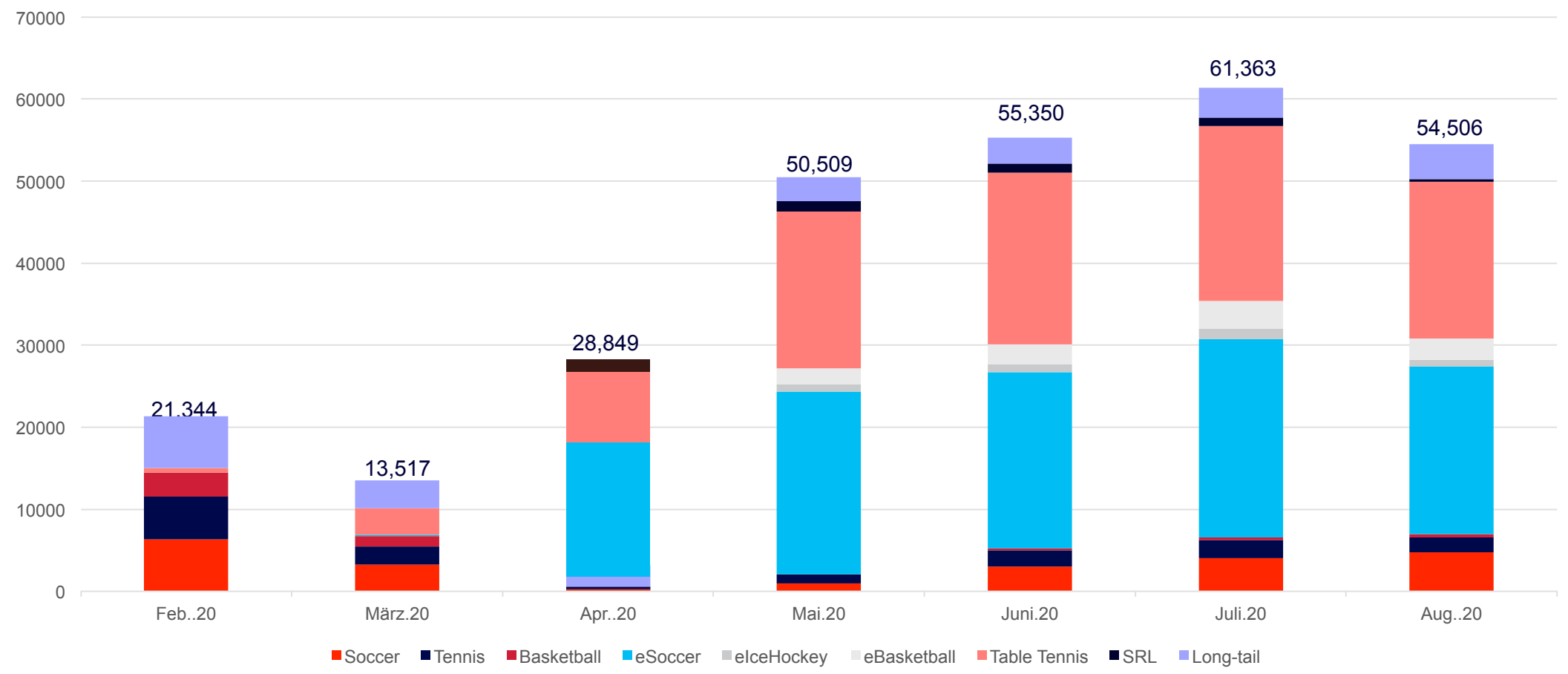
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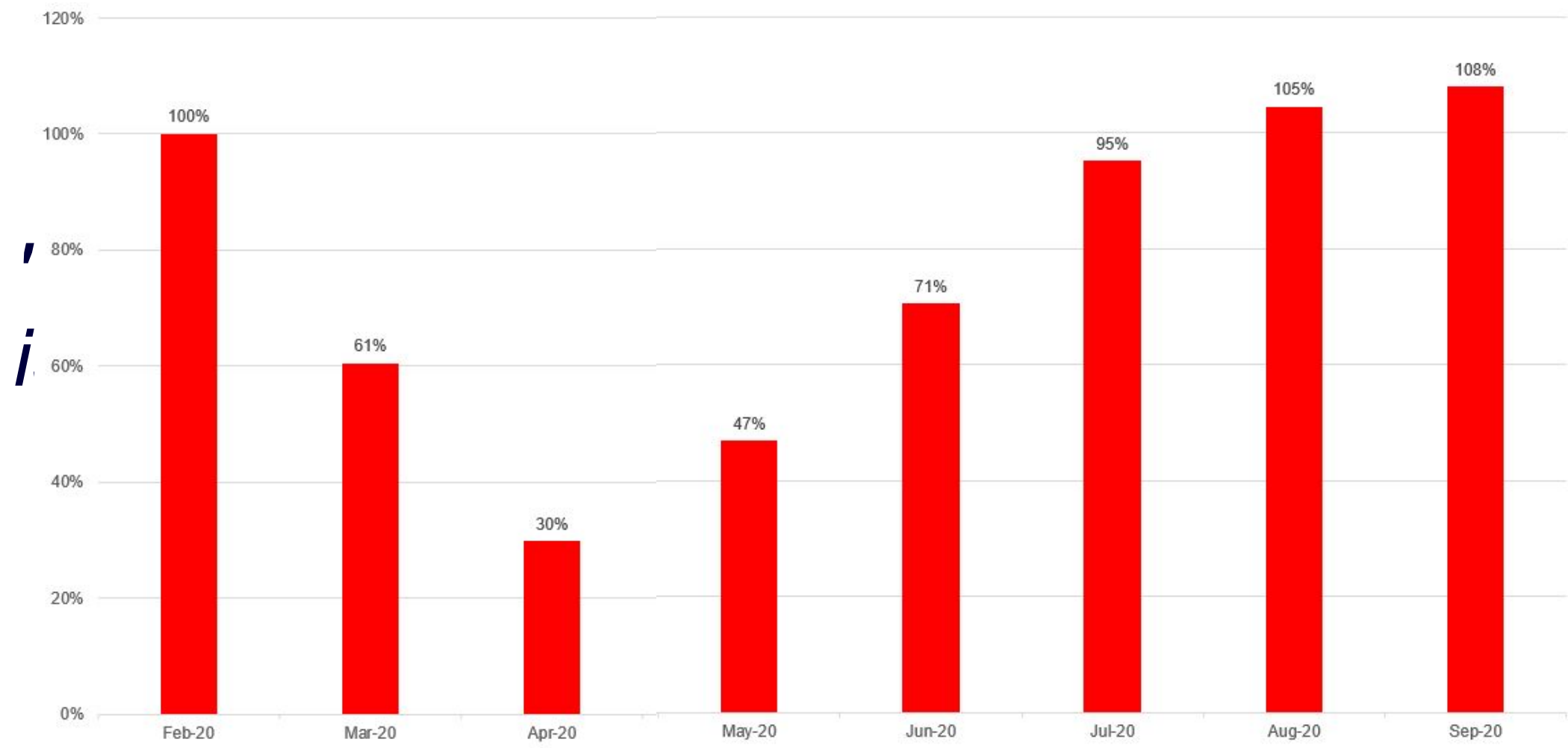
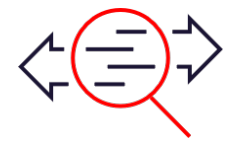
What did we learn from this?

# Sports & sportsbetting post Covid. |

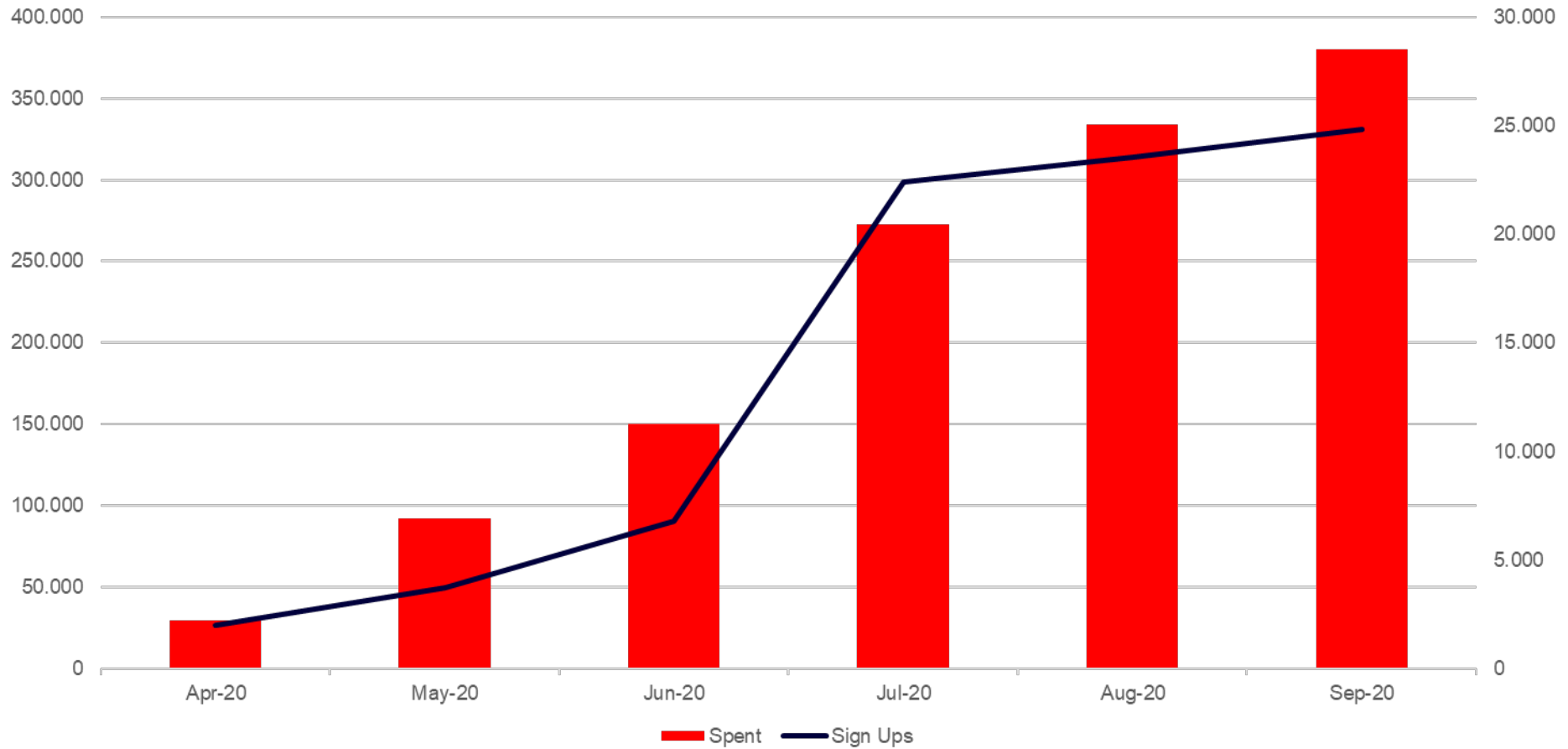
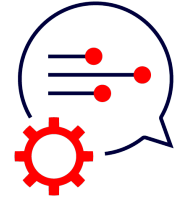


# Sports is not back.... |

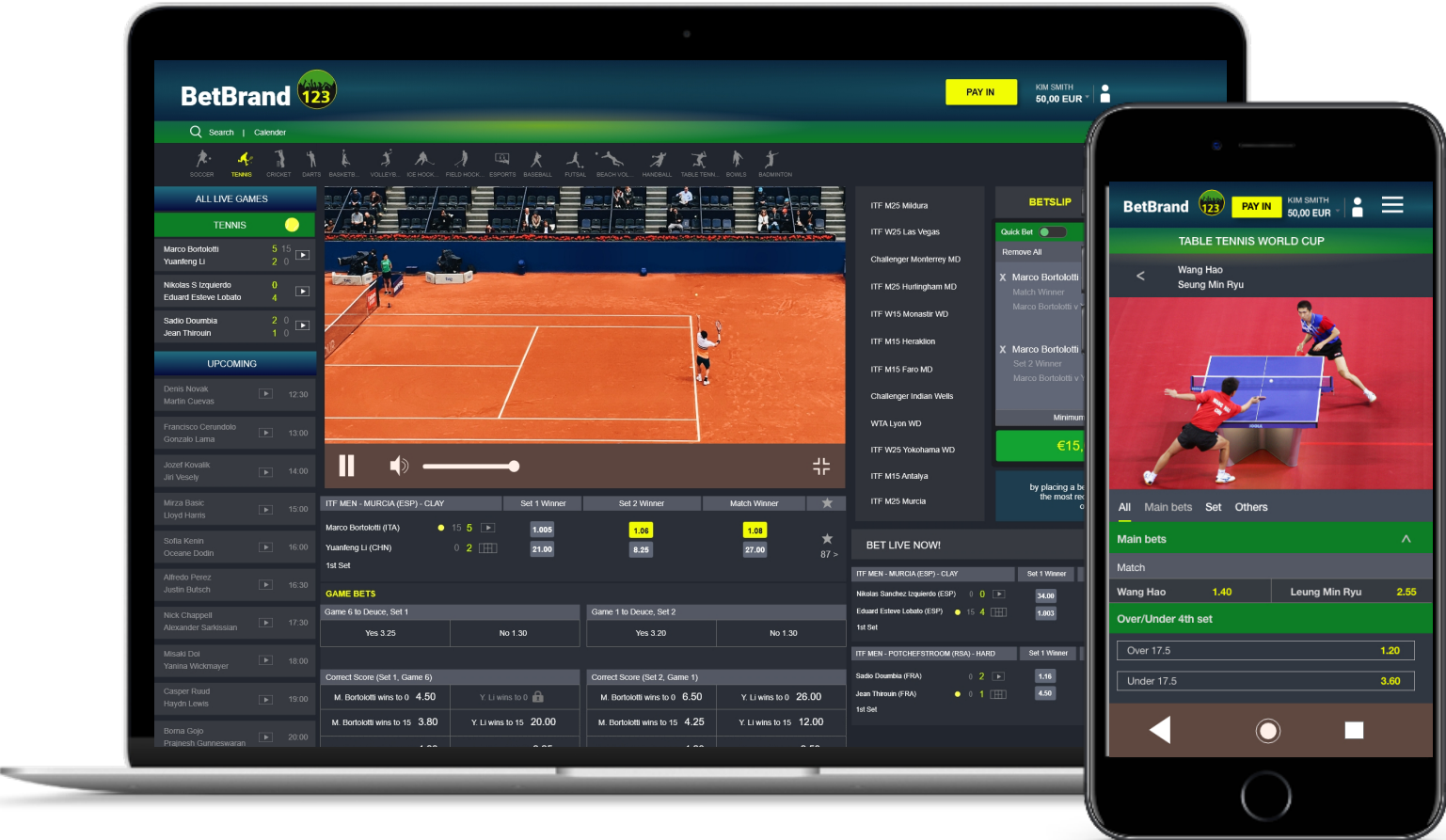
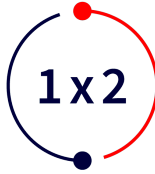




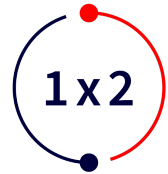
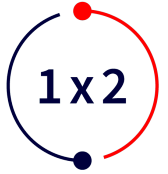
# Sports might not be back... but betting is. |



“Live Streams proved to be more than a “nice to have” as users do want to see what they are punting on. |



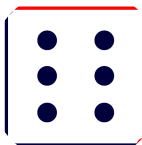
# Multi Channel Strategien. |



Sportwetten



Virtual



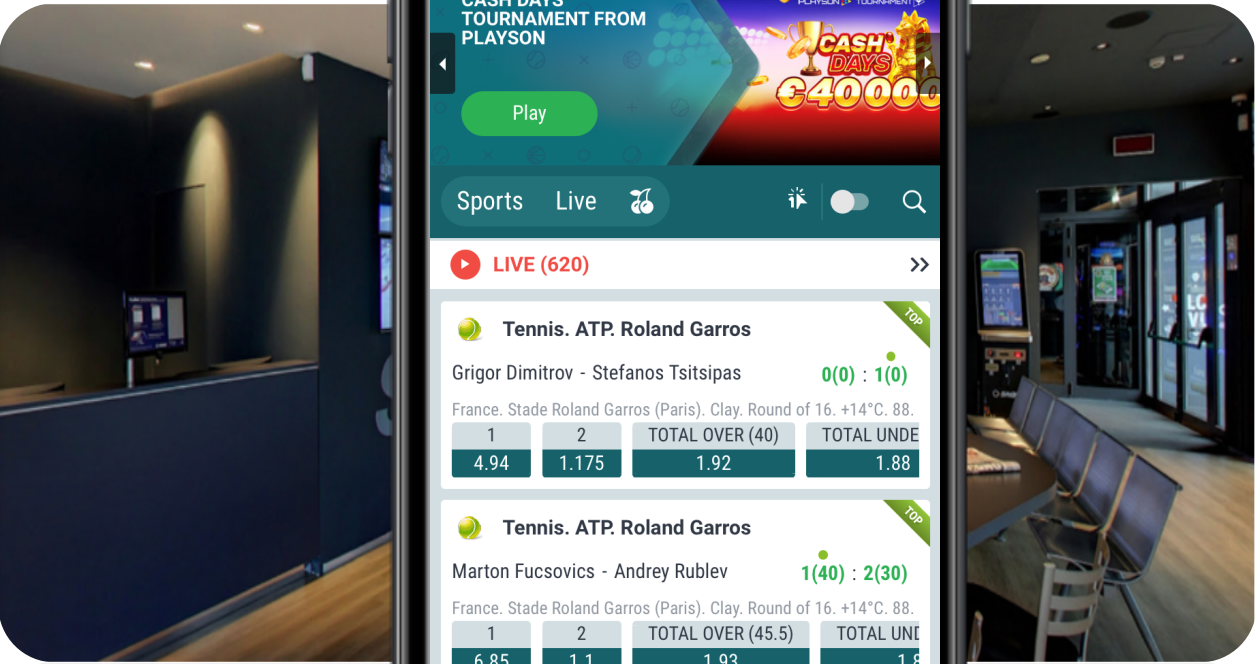
Casino



E-Sports



# Think Online. |



**CASH DAYS TOURNAMENT FROM PLAYSON**

01.10.2020 - 08.10.2020  
PLAYSON TOURNAMENT  
CASH DAYS  
€40000

Play

Sports Live

**LIVE (620)**

**Tennis. ATP. Roland Garros** TOP

Grigor Dimitrov - Stefanos Tsitsipas 0(0) : 1(0)

France. Stade Roland Garros (Paris). Clay. Round of 16. +14°C. 88.

1	2	TOTAL OVER (40)	TOTAL UNDER
4.94	1.175	1.92	1.88

**Tennis. ATP. Roland Garros** TOP

Marton Fucsovics - Andrey Rublev 1(40) : 2(30)

France. Stade Roland Garros (Paris). Clay. Round of 16. +14°C. 88.

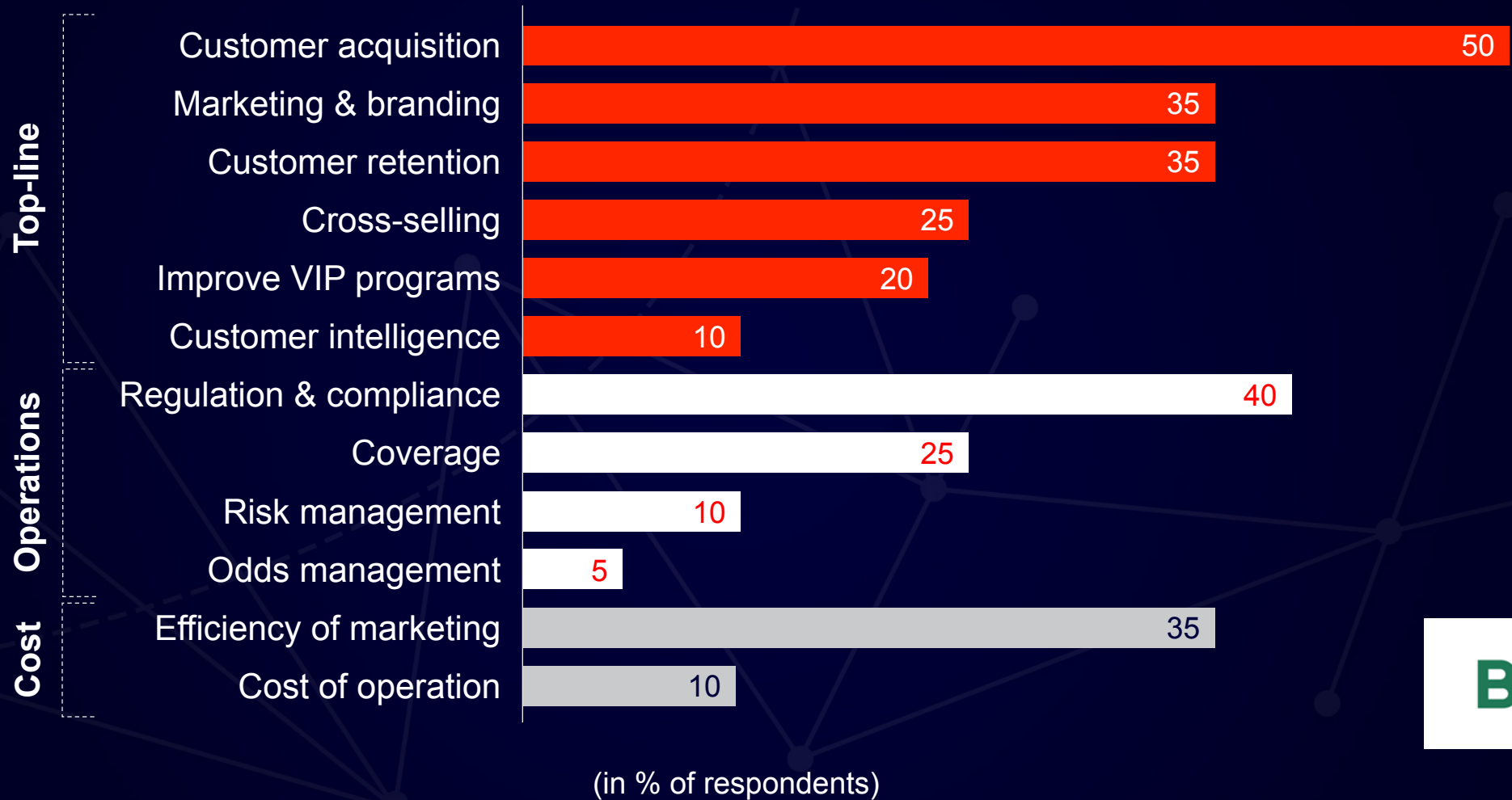
1	2	TOTAL OVER (45.5)	TOTAL UNDER
6.85	1.1	1.93	1.8

**Tennis. ATP. Roland Garros. Doubles** TOP

Ram/Salisbury - Pavic/Soa 1(15) : 1(15)

# Why Marketing Services?

What are your top 3 priorities to improve your business?



# The battle for marketing efficiency

